

le macaron



french pastries

a franchise opportunity



Centralized Expertise for National Growth

the potential of the modern bakery café

lemacaron-us.com/franchise

In this booklet

Our country is one that constantly searches for better and more efficient options. It's a constant drive for improvement that's aided the nation in creating an economic engine without historical parallels. That urge for progress has helped make today's **bakery café franchise industry** a business that **generates over \$30 billion in annual revenue** and is a daily destination for customers in every state.

The bakery café itself has long been part of the American landscape. The thought of ducking into a small shop and taking the time out of the day to enjoy a **delicious confection** is a concept that's been with us for as long as there have been cities. But **individual expertise and energy can differ from shop to shop.**

A bakery café brand that operates from a centralized baking facility has the tools to help serve great-tasting delicacies, in every location.

\$30 BILLION

bakery café franchise industry

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Introduction

The Traditional Café

Many of us have a favorite spot to stop and pick up coffee and a baked treat every day. It's part of the country's traditions, and can often be an **oasis of calm and quiet** in an increasingly hectic world. The bakery café is a fixture in all U.S. cities, connects us to centuries of heritage, and has served as a destination for generations of citizens.

A hallmark of many of these small, highly individualized corner shops and bakeries is consistency and a dedication to excellence, and that's thanks to the people behind the pastries. It takes a person with deep craft knowledge and the drive to deliver the best product, every time, to build a bakery café that can bring in loyal customers.



A Centralized Solution

With so many people across the country enjoying the scents, flavors, and warm, welcoming environment of the bakery café, it's not uncommon to see brands expand from a single location to multiple bakeries across a city or region.

The traditional approach to expansion and franchising might be a difficult fit for bakery cafés that want to preserve **individualized expertise** and a **personal touch**, qualities that made them a cherished local institution. But there's a franchising option that can allow for business growth while maintaining strict standards for excellence.

A central baking facility aids in establishing a reliable vendor network, can help reduce overall expenses by eliminating costly duplications, and helps to ensure that every pastry gets the same **loving care** and **expert attention** that customers have come to expect.

Baked goods is a global market, serving millions of customers across the world. The industry has seen steady growth for years, and is expected to continue that trend with a worldwide combined annual growth rate of 2.6% for the next five years.



Essential Industry Insights

- Bakery cafés in the U.S. have seen steady expansion for years, with a **3.6% revenue increase in 2021** alone.
- It's not just bakery cafés that have seen consistent growth, either. U.S. bakeries are projected to **continue their growth trend** through at least 2027.
- The baking industry as a whole is a huge part of the U.S. economy, and **pays more than \$37.8 billion annually** in direct wages.
- It's more than wages, too. Bakers **are responsible for almost 2.5%** of the national gross domestic product.
- Bakery cafés are big business in this country, with a projected market size for the industry of **almost \$12 billion and growing**.
- The bakery café industry is adding new locations every year as well, and currently has **more than 9,100 locations** across all 50 states.

The economic impact of baking in the United States is \$154.28 billion.

The total economic impact of baked goods produced and sold specifically in the United States is \$480.47 billion.

Advantages of a Franchise System

Becoming a Bakery Café Franchise Owner

Owning a bakery café franchise can be an exciting thought. The idea of managing a place the way we like, becoming our own boss, and forging a path instead of following others can be the right option to help us become the next generation of business leaders.

Getting a pâtisserie franchise up and running is an attractive idea, but the business portion of doing so is an aspect that can go overlooked, and it's as essential as having a great idea. It takes know-how and energy to start a business, and the costs can add up quickly. **Real estate, payroll, staffing, taxes, equipment, design, training, maintenance, customer outreach, and marketing** are just a few of the concerns a new owner needs to stay on top of.

Franchise Support and Training

To begin with, **what is a franchise?** The textbook definition of a franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. The transaction is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the intricacies of the deal.

In other words, a franchisor has built the foundation for you. Typical franchisors provide awarded franchisees with the business blueprint for operations and training, along with a wealth of support that can include everything from site selection guidance, to technology and marketing tools, to training.

Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a good idea of what the business will cost before you even get started.



Taking the steps toward owning a franchise is called “doing your due diligence,” and may include:



Franchise ownership means going into business for yourself but never by yourself.



The Le Macaron French Pastries Franchise Opportunity

Le Macaron French Pastries is a brand that sells French confections and more, paired with the perfect coffee and served in an environment that brings the **culture, passion,** and **elegance** of the French pâtisserie to cities across the U.S. Our **centralized baking facilities**, and insistence on using only the **best available ingredients** helps to ensure that every customer who visits enjoys a small taste of France.

Le Macaron French Pastries believes that for every guest, the first bite should be a surprise, the second flavor, and the third a pleasure. It's our trademark, and guides our brand development. We prepare our delectables fresh daily, under the watchful gaze of our **expert chefs**, and deliver them to our franchisees to provide them with the kind of treats our customers crave.

Le Macaron French Pastries: Support for a Lifetime

The Brand:

We serve delicious pastries and beverages, made with love and care at a central bakery and delivered daily to our franchise owners. Our décor and environment evoke a visit to a café in Paris and give our guests a respite from the rush and bustle of the everyday.

The Market:

Our guests come from every walk of life and a wide range of social and economic groups, and the customer pool includes daily regulars, visitors, and special events.

The Product:

Our baked goods come from a place of love, and we serve gourmet chocolates, authentic French gelato, and the highest-quality coffees, teas, and other beverages to accompany them.

The Heritage:

We know macarons and other delectables from a lifetime of experience enjoying and creating them, and we use that tradition and knowledge to build a brand devoted to bringing the flavors and culture of the French pastry shop to cities across the nation.



How We Support Our Franchise Owners

Le Macaron French Pastries understands that a brand is best positioned for growth when their owners know that they'll get robust backing when they need it. We've built a franchise our customers love, and we're ready for the future.

✔ **A flexible franchise model** to give each owner the right setup for their situation

✔ **Meaningful training** to bring owners and staff up to speed on the Le Macaron way

✔ **In-person assistance** to help our owners open their doors and get started

✔ **Ongoing support** to deliver assistance that matters, whenever it's needed

✔ **A unique culture** that evokes the spirit of the French café and keeps our guests coming back

✔ **Central operations** to reduce local overhead and footprint

✔ **Marketing and social media campaigns** to raise awareness and connect owners with their community





Join Us

For more information on how you can become a franchise owner with Le Macaron French Pastries, contact us today!

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